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# West Coaster

MARCH 2011 SERVING THE SAN DIEGO CRAFT BEER COMMUNITY No. 5



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# West Coaster

SERVING THE SAN DIEGO CRAFT BEER COMMUNITY



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Laura Ulrich, Pink Boots Society So Cal Organizer, @ Iron Fist for the group's January 26th meeting

## Jill of All Trades

By Jeff Hammett

If you've ever enjoyed a glass of Stone Smoked Porter with Vanilla Beans, you have Laura Ulrich to thank. Prior to the opening of The Stone Brewing World Bistro & Gardens, Laura tasted a Real Beer Float (Stone Smoked Porter w/ vanilla ice cream). It was at that moment

that the idea for the smokey vanilla Stone brew came to be. She loved what the vanilla ice cream added to the beer but isn't a big fan of sweets. At the time, the Escondido brewery had already been making Stone Smoked Porter with Chipotle Peppers, so in the same vein

Laura suggested a version with vanilla beans. Head Brewer Mitch Steele agreed to give it a try.

After some experimentation with how many vanilla beans were needed to give it just the right amount of flavor, a new beer was born. Laura stressed that actual vanilla beans, instead of adjuncts, be used because the lack of artificial flavors or extracts is "one of the reasons I enjoy working for Stone." Laura originally wanted to add vanilla to the Stone Smoked Porter because she didn't like the smoke, but with time she's come to appreciate it more. She also told us that over time they've reduced the amount of vanilla to better balance the smokiness in the beer.

Laura got her start in craft beer in Fort Collins, Colorado where she worked on the bottling line at Odell Brewing Company. After about a year and a half she took a job on the bottling line at Stone and moved to San Diego, sight unseen. She worked her way up through the brewhouse to her current position of Brewery Trainer. In this position, she maintains the brewery training program and standard operating procedures. In her words: "I make sure everybody is doing what they're supposed to do correctly."

Laura is a prominent member of the Pink Boots Society, an international

Continued on Page 5

## Your Friendly Neighborhood Beer Director

By Brandon Hernández

In the beginning there was Aرسالun Tafazoli.

An ambitious twenty-something inspired by exceptional gastro-focused public houses and izakayas unearthed during his world travels, Aرسالun became obsessed with the idea of constructing such a sanctuary in the heart of his hometown of San Diego.

And like most young entrepreneurs, he was doing it, for the most part, all by himself. That included the not-nearly-as-easy-as-it-sounds duty of jockeying for position to reel in the best and rarest beers the craft beer industry has to offer.

Yet, a vicious cycle marked by excessive stress and exhaustion during the Neighborhood's touch-and-go first year soon made it clear to Aرسالun that, as much as he cared and wanted to have a hand in the most important component of his business—the beer—he needed to hand those reins over to someone who could take on that monstrous responsibility on a full-time basis.

Enter a job with perhaps the coolest title in the history of gainful employment—Beer Director.

"I'm a dork about beer. I used to do a lot of homebrewing and was part of a community of people that were really into craft beer. And since I moved to San Diego I've been really into the culture, checking out beer bars and breweries," says Sarah Gunther, the passionate beerophile who now holds this lofty position.

Nowadays, her visits to breweries

and crafty bars and restaurants are more business than pleasure; reconnaissance missions of sorts. But while she readily admits that quality control (i.e.—sampling a large volume of beers from around the world) is her favorite part of the job, there's a lot more to it than that.

"I choose everything that's put on tap, do all of the bottle ordering, get events together, educate the staff and make sure we're representing these great products properly," says Sarah, who performs those duties for both Neighborhood and Aرسالun's recently-erected, similarly-structured Craft and Commerce in Little Italy. "It's important that we put the proper voice behind the beers that these brewers put so much time into."

It's Sarah's respect for the artisans crafting the wares Neighborhood deals in that drives her to go the extra mile on a daily basis. That enthusiasm, matched with her immense level of self-confidence, prompted Aرسالun to hand her the taps and the Beer Director position (which was originally held by Lee Chase before he moved on to establish Automatic Brewing Co. and Normal Heights' Blind Lady Ale House).

"She takes an enormous amount of pride in what she does," says Aرسالun. "That's great to see in her position."

"I'm honored and humbled and totally challenged to make sure I am keeping up to par with what Neighborhood represents and making sure we have what the beer people want," says Sarah. When



Sarah Gunther, Beer Director @ Neighborhood

selecting liquid assets to stock up on, she focuses primarily on balance, making sure there's something available for everyone. "We have all sorts of different people who come here. Some don't want the hoppiest imperial IPA or the maltiest barrel-aged Belgian beer. We try to have something for everyone while maintaining standards for quality across the board."

Those standards extend beyond

Continued on Page 5

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## LETTER FROM THE EDITOR

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"No beer was wasted in the making of this publication."

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Published Monthly

**FEEDBACK**  
Send letters to the Editor to  
mike@westcoastersd.com

Letters may be edited for space. Anonymous  
letters are published at the discretion of the  
Editor

### Mergers & Acquisitions

You'll notice some new names on the masthead. Brandon Hernández is a new WC Staff Writer, and we're happy to have him. Brandon brings forth his experience as a seasoned reporter who has contributed to such outfits as *Celebrator*, *Beer Connoisseur*, *Beer Magazine*, *The San Diego Union-Tribune*, *San Diego Magazine*, *Pacific SD Magazine* and *Edible San Diego* (to name a few). You just finished reading his first article for us on Sarah @ Neighborhood. Let 'em know what you thought via email: brandon@westcoastersd.com.

We also hired Austin Gage as our Advertising Executive. We've known Austin since high school, and he's a recent CSU Fullerton grad with experience in telemarketing. The great thing about Austin is that he's fearless, and on top of that he could sell a tiger its stripes. If you think we can help your business, please contact Austin at austin@westcoastersd.com.

Veteran WC Staff Writer and handlebar-mustached Jeff Hammett now has more space to write, too. Jeff still provides a killer resource for San Diego Beer news by way of SanDiegoBeerBlog.com. Ask Jeff if today is a mustache wax on or wax off day at jeff@westcoastersd.com.

### Separation of Church and State

With Austin on board, we have created a firm barrier between Editorial and Advertising. We are not a pay-for-play publication. We love dreaming up where we're taking our editorial, and then running out and getting the story. It's the best part of the job and we're not giving it up. Our editorial is not, never has been, nor ever will be for sale.

### Reinforcements

A hearty welcome and big thank you to our new advertisers this month: O'Brien's Pub, Toronado, The Handlery Resort, Coronado Brewing Company, The High Dive, and Press Box Sports Lounge. One of our first advertisers, KnB Wine Cellars, came back to support us, too. We are proud to be funded by the San Diego Craft Beer Community. These businesses have so much faith in what we are doing that they opened up their checkbooks. We are very flattered and grateful.

### Ladies Month

We chose March's theme because, over the past five months, we have met so many women working in the male-dominated craft beer industry of San Diego, and we wanted to acknowledge that. Without women, men would still be living in a nonexistent cave, unbathed and bedraggled, watching ESPN twenty-four hours a day. Thankfully, this isn't the case. So, with this issue, our intentions are to turn more ladies into San Diego beer drinkers by showing off women who make beer happen in some form in this fine city.

### Another WC Event

We've teamed up with Sid of Best Damn Beer Shop, Mike and Alex of AwesomeBeerDrinkers.com, and Sonny of The Beer Co. downtown to create our March Madness Beer Tasting. Check out the cool ad on this page for more event info.

Salud,

Mike Shess  
Executive Editor/ Co-Publisher  
West Coaster

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On the cover: So Cal Pink Boots Society Meeting @ Iron Fist Jan. 26th. Photo: Kristina Yamamoto. 1. Jessica Davis - Stone, 2. Kara Taylor - White Labs, 3. Jessica Gilman - Stone, 4. Kerry Embertson - Miami Grille, 5. Teri Farhendor - Founder PBS, 6. Dawn Muehl - The Lost Abbey, 7. Neva Parker - White Labs, 8. Devon Randall - The Lost Abbey/Pizza Port, 9. Terri Osterfeld - The Lost Abbey, 10. Melody Daversa - Karl Strauss, 11. Ingrid Qua - The High Dive & Chicks for Beer, 12. Anita Lum - Maui Brewing, 13. Nicole McCleaf - Iron Fist, 14. Mellissa Anderson - Oceanside Ale Works, 15. Tracie Castro - Oceanside Ale Works, 16. Laura Ulrich - Stone, 17. Candace Moon - Craft Beer Attorney & Hamilton's, 18. Connie Green - Stone, 19. Mel Gordon, TapHunter, 20. Denise Ratfield - Stone, 21. Eve Sieminski - Iron Fist, 22. Kathryn Bouscaren - Stone, 23. Samantha Loveira - Stone, 24. Lisa White, White Labs, 25. Amy Krone - Stone, 26. Katy Adams - Stone, 27. Jen Knudson - Stone.

## westcoastersd.com's Month in Review

**TapRoom's 4th Anniversary**

Easily the most San Diegan of San Diego beer bars, TapRoom celebrated its 4th Anniversary Party, complete with beer garden, on Saturday, February 26th. \$20 got you six 8oz tasters of a wide array of craft beer; rain didn't stop the nearly 300 thirsty attendees from packing the house. The best part of running TapRoom according to GM Jeff Fuchs? "Seeing the Pacific Beach crowd get excited about local craft beer."

**QUAFF AFC Awards**

San Diego-based homebrew club QUAFF held the awards ceremony for the 2011 AFC (America's Finest City) Competition at Randy Jones All American Grill in Hazard Center on February 22nd. This year marked the biggest AFC ever thanks to 502 entries. Winners came from 16 different homebrew clubs, with QUAFF standing tall on their home turf, taking 41 medals over 23 categories of beer. In the specialty category, North Park Beer Co.'s Kelsey McNair won for his German Pil-

ner brewed w/ 20% rye, and as an added bonus, will be brewing the beer with Hess Brewing for the AHA National Homebrewers Conference Pro/Am in June. Towards the end of the ceremony it was hometown hero Paul Sangster who nabbed the Jim Howard Memorial Best of Show Beer with his "Tri-Paul-Bock" Eisbock.

**The Linkery Turns 6**

Kudos to the restaurant that makes us proud to be North Parkers. We remember Jay Porter back when he had a normal haircut. Setting up shop on 30th Street in 2005 was a risky move, and opening a farm-to-table, local-centric restaurant on the same street was considered insane by many at the time. In hindsight, he started what is now the trendiest craft beer circuit in the country.

**Cerveceria Academia: La Gran Terraza Hits the Craft Beer Books**

Attending USD now comes with added perks: great beer on campus. La Gran Terraza, student/teacher pub O'Toole's and

adjoining venue Grand Dining & Terrace have started a craft beer program. The recent Beer & Chocolate Dinner with Stone was the best deal in town: \$21.95 + tax & tip for a 5-course pairing of generous pours and fine food. The menu: Double Bastard w/ Braised Short Rib in Chocolate Rosemary Sauce & Stone Sublimely Self-Righteous w/ Pork Spare Rib in Chocolate Hoisin Sauce.

**AleSmith Brewer Matt Akin Moves to La Jolla Brew House**

One of the AleSmith greats is now head brewer for La Jolla Brew House. We're going to give him some time to brew something before we grill him with questions. Another talented brewer arrives at LJBH, and we are hopeful that good beer will ensue. Any restaurant that serves pretzels as big as your head, has a dog friendly patio with comfy couches, and brews decent (and improving) beer is fine by us. While opinions of LJBH are varied,

we at West Coaster maintain that LJBH has the potential to be a fantastic local craft beer location.

**Lucky Bastards!**

Normal Heights hot spot Small Bar hosted Stone Brewing Co. Wednesday, February 16th for a Night of the Bastards. There were seven different Bastard variants from Stone on tap for the event: Arrogant Bastard, Oaked Arrogant Bastard, 2009 Double Bastard, 2010 Double Bastard, 2010 Dry Hopped Chipotle Double Bastard, Luky Basardt, and Dry Hop Luky Basardt. Stone Brewing Co. CEO Greg Koch and Head Brewer Mitch Steele were both on hand with a bunch of employees from the brewery. Attendees were able to try all the beers in flights or by the pint. If you are a Bastard fan, this was a great opportunity to try many of the various versions side-by-side, so hopefully we'll see this again soon.



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# Go Forth and Multiply

## Yeast Whisperers: Behind the Scenes @ White Labs

By Sam Tierney

When you think of the local beer scene, the wealth of great breweries, bottle shops, and beer bars easily comes to mind. San Diego-based yeast lab White Labs, on the other hand, might not. This is the plight of yeast in general: beer drinkers often forget to consider its vitally influential role in the brewing process.

We recently sat down with White Labs President Chris White and Vice President Lisa White to see just what it takes to run a yeast lab. While both grew up in the Bay Area, they found themselves in San Diego for grad school and never left. Chris started White Labs in San Diego in 1995 and the company has been growing ever since. "We want to be the best yeast company in the world. That's our company goal," says Lisa.

Our February 17th visit happened to coincide with White Labs' 2011 "Big QC Day." Every year, brewers who do not have the testing capabilities at their own facilities send in their beer to be tested across multiple parameters, including bitterness units, alcohol content, caloric content, color, diacetyl levels, and bacterial contamination. The resulting data will help these brewers dial in their recipes and processes, as well as check their cleaning and sanitation regimens.

"Yeast is something that brewers don't talk about very much because it's not very sexy," says Chris. "They like to talk about malt and hops a lot, so the consumer doesn't really get to hear about it that much." Talking with Chris and Lisa, their enthusiasm for yeast and how it influences beer becomes apparent. "If you made, for example, a Stone beer with four or five other different yeast strains, they would taste really different," says Chris. "They



Big QC Day @ White Labs

would have a different hop impact because different yeast strains absorb IBUs differently. Different flavor and aroma compounds will be produced as well. Brewers behind the scenes go through a lot of effort to optimize the yeast strain for their beer. The consumer may never see that work, but there's usually been a lot of trial and error with different strains."

Brewers' yeast strains are a unicellular fungus commonly of two different species of the *Saccharomyces* genus, the name of which is derived from Latinized Greek and means "sugar fungus." *S. cerevisiae* is usually referred to as top-fermenting, or ale yeast, while *S. pastorianus* is generally referred to as bottom-fermenting, or lager yeast. The use of either of these two species is the main factor determining if a beer is classified as an ale or a lager. Lager yeast strains ferment at colder temperatures and tend to produce less fruitiness, leading to a cleaner overall flavor.

Though it may be surprising to some, it is the yeast, not the brewer, that makes beer. The job of the brewer is to make wort from malt, hops, water, and whatever else they feel like throwing in. They then add yeast to the cooled wort and let it consume the sugars, turning them into alcohol and carbon dioxide. Besides the specific strain of yeast used, the composition of the wort and the conditions during fermentation will heavily influence the final beer. Brewers must make sure that the yeast is healthy and has plenty of oxygen and nutrients available to produce the flavor compounds they desire.

In the forward to Chris White's recent book, *Yeast: The Practical Guide to Beer Fermentation*, written in collaboration with renowned homebrewer

Jamil Zainasheff, Stone Brewing Co. Head Brewer Mitch Steele recounts a discussion that he had with other brewers several years ago: "In general, the consensus was that yeast was responsible for nearly 80 to 90 percent of the flavor in an American lager." Differing temperatures, pitching rates (the amount of yeast added), oxygen and nutrient levels, and fermenter geometry will all change how a particular strain performs. Some strains can go from subtle and clean to fruity and spicy with just a couple tweaks in conditions.

In a given week, White Labs propagates 50 to 60 different yeast strains for both commercial brewers and homebrewers, about 10 to 15 of which are proprietary strains that breweries pay to bank at the lab. Brewers can then order and check on the yeast's progress through the online Yeastman system.

The responsibility of keeping so many yeast strains and other products (such as enzymes and nutrients) in regular production falls to Neva Parker, Head of Laboratory Operations. According to Neva, working for White Labs "has been a match made in heaven" since she joined the team in 2002. These days, Neva is excited for White Labs' impending move to a newer, larger facility nearby. "We're all looking forward to having more space," says Neva, who also develops and implements the training program for new employees, updates protocols and manages the R&D lab at Sudwerk Brewery in conjunction with UC Davis.

The new local facility will also better accommodate visitors through tours and specialized tastings, and it is expected that construction will be finished in time to host events around the National Homebrewers Conference in June. "We're really excited about NHC because a lot of us homebrew," says Lisa. "If a new strain is coming up a bunch of us will get it and all brew, then send it back to the lab for sensory and analytical." Chris then added, "That's one of the benefits of being an employee here: free homebrewing. If you want to homebrew, we'll pay for the ingredients." Better get in those applications, San Diego.



Sam Tierney, Toronado San Francisco. Photo: Kayla Coleman

Sam began his love affair with great beer while studying and traveling abroad in Europe during his junior year at the University of California, Santa Barbara. Upon returning home to California in late 2007, he opened the eyes of then-roommate Ryan Lamb to the world of craft beer, especially the amazing beer scene in his own hometown of San Diego. Sam began homebrewing shortly after and has since won multiple awards. After graduating from UCSB, Sam decided to go back to school to become a professional brewer and graduated this past December from the Siebel Institute/Doemens Academy International Diploma Course. He is currently seeking employment in the local market...



Neva Parker, White Labs Head of Laboratory Operations, @ Iron Fist for the Pink Boots Society meeting. Photo: Kristina Yamamoto

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**Beer Director**

*Continued from Page 1.*

the beer to the staff members who serve it - training is key at Neighborhood and something spearheaded solely by Sarah, who requires employees to take the Cicerone beer sommelier certification exam to become Certified Beer Servers. Also, in an effort to further up her mentoring abilities,



*Neighborhood, Downtown San Diego*

Sarah will be taking a more advanced exam to become a Master Cicerone. But her journey won't end there. Achieving her ultimate goals in the beer industry will take her far outside the friendly confines of Neighborhood.

"I want to get my hands dirty. I want to work for a brewing company and brew beer; make the product I'm trying to represent," says Sarah. There are currently no female head brewers in San Diego and it would please her to be the first. Yet, while she's happy to see women making waves in San Diego's sudsy seas, it bothers her to a degree when people make a big deal about the strides of her female contemporaries.

"It bugs me a bit because it should just be what it is. I think it's great that women are getting into the industry, but it's really not much of a surprise. It was only a matter of time," she says.

"In the end, it doesn't matter if it's a girl or a guy doing what they do. It's all about the beer."

**All Trades**

*Continued from Page 1.*

group of women in the beer industry with over 500 members. Their mission is to "inspire, encourage and empower women to become professionals and advance their careers in the beer industry, mainly through education." In the male-dominated craft beer industry, the Pink Boots Society also provides valuable networking. For example, Laura recently wanted to learn more about how other breweries handle some tasks in their training programs. She sent out a few emails to other Pink Boots Society members and they put her in touch with the appropriate people at their breweries. "It's been beneficial to me to seek out other breweries without intimidation."

Through the Pink Boots Society Laura also met Megan Parisi, Lead Brewer at Cambridge Brewing Company and Whitney Thompson, Quality Assurance Manager at Victory Brewing Company. After discussing the idea for an all-women collaborative beer at the Great American Beer Festival last fall, Laura and Whitney travelled to Massachusetts and brewed a Belgian-style Dubbel with Megan at Cambridge Brewing Co.

The collaboration, dubbed Project Venus, just might have been the first all-women commercial collaborative beer. On a snowy day in January the three women brewed a ten-barrel batch of the Dubbel with saffron, orange blossom honey and both navel and blood oranges; when we talked to Laura she hadn't tasted the beer yet. Stone will be receiving at least one keg of Project Venus but due to liquor law complications, as of press time it hasn't been decided exactly what will happen with the beer at Stone.

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**UPCOMING EVENTS IN SAN DIEGO BEER**

we maintain a comprehensive list of beer events on our website. this is only a handful of this month's events. for full listings/details, visit our online calendar [westcoastersd.com/event-calendar](http://westcoastersd.com/event-calendar)

**3/3 29 SIERRA NEVADA BEERS @ KNB WINE CELLARS**  
**3/9 BALLAST POINT/GREEN FLASH TAKEOVER @ URGE GASTROPUB**  
**3/10 LIGHTNING BEER TASTING @ PRESS BOX SPORTS LOUNGE**  
**3/11 ALESMITH DINNER W/ PETER ZEIN @ LA GRAN TERRAZA**  
**3/12 2ND SATURDAY W/ ALPINE @ HAMILTON'S**  
**3/12 ZANE LAMPERY W/ STONE, PORT & MAUI @ BELLY UP TAVERN**  
**3/19 ENSENADA HOMEBREWERS FESTIVAL**  
**3/23 CITYBEAT BEER CLUB @ LA BELLA PIZZA**  
**3/23 FIREFIGHTER CHARITY AUCTION @ ROCK BOTTOM LA JOLLA**  
**3/26 MARCH MADNESS BEER TASTING @ BEER CO.**



## st Point

en Ballast Point's North Coun- years. "As a lover of craft beer, s position to combine my de- marketing with my passion to brewery." She loves being with because it's a great company. he people and sell an excep-

ired at Ballast Point's Scripps for a few good reasons: "Beer and I can wash glasses at an t started out as a temporary job she truly enjoys. "It's an On any given day, I can try a double chocolate stout. Who

's been at BP for a year and half, rnk here long enough, they'll he and her husband, Dan, live ay, and have been drinking at ocation since shortly after its hearing about a new brewery d, so one day we made it our mission accomplished!"

w up homebrewing with her t all of her money on craft beer e in Nutrition led her to vari- eventually she saw a craigslist st Point bartending and went d stumbled onto gold, Amber ry brewery function or festival ise herself in the beer commu- w Amber's sweet but sharp wit ry pint she slings on Old Grove

## Brewery Tours ego

### Tour Guide

igrated south from Concord and began working at Ballast ch location in 2006. Mindy felt way to assist the out-of-town ould get lost in trying to navi- San Diego freeways, or worse, want to drive after over-in- ancée Jon McDermott started D with a "let's see how it goes" well. Recently, the company has education tour services to Nor- relocated briefly to oversee op- Area.



About bus. GET ON THE BUS!

## ubQuest

no remembers having to cross state lines just to find a can of graduated from UCSD and decided on a career in law enforcement to become a police officer, so she attended SDSU and earned ic Administration / Criminal Justice. An internship with SDPD apping, and now she works full-time keeping track of crimi- rict Attorney's Office. Julie met eventual PubQuest Co-Founder g an industry conference in 2000. The two commiserated on ding good beer while traveling, and decided to combine their es and love of craft beer to solve the problem. Thus, in 2005, launched, and currently tracks 2300 craft-beer locations in the e works: PubQuest plans to provide mapping services to craft d in showing the consumer where their beers are being sold.



Julie, with a CBC Mermaid's Red, @ KnB

## Devon @ The Lost Abbey

Brewer



Devon, taking a break from brewing

Originally from the LA area, Devon Randall has sailed from South Africa to the Caribbean. When the homebrewer's job & lease ended in LA, she decided to chase a dream. The UC Berkeley grad interviewed with The Lost Abbey. She was hired to intern for 2-3 months in early 2010 and started working on the bottling line. When she was brought on full time, she still lived in the LA area and, thus, spent many nights on her friend's couch before moving down. Since then, Devon has been promoted to work in the brewhouse and packaging. The toughest part about a production brewery? "Scheduling." She continues, "It's a fun job but you have to love what you are doing, and I'm lucky because I do. I'm proud to work here." Devon also works part time at Pizza Port Solana Beach as a beertender.

## Brandy @ Toronado

Bar Manager

Brandy Brown got her start tending bar up in SF, but didn't leave mixology behind until she saw San Diego's bustling craft beer scene firsthand. Toronado had recently opened and Brandy soon found herself behind the bar. Now, as Bar Manager, she handles the daily challenges of serving a large selection of draught and bottled beer at their optimum quality. "Fresh lines and proper glassware are so important to serving beer as the brewer intended." And although getting non-beer-lovers that revelatory pint can be tricky, Brandy is confident that she can find the right beer for anyone. When it comes to helping other women find beer that they love, Brandy rejects the stereotypes: "I don't care for the genderization of beer," she says. "Brewers make a product that they're proud of, and whoever is into it, is into it."



Brandy, on Toronado's outdoor patio

## Eve @ Iron Fist Brewing Co.

Co-Owner



Eve, ready to greet customers @ Iron Fist Brewing Co. in Vista

It was on a family trip to Europe when admitted wine snob Eve Sieminski fell in love with beer. Having watched her two sons, Brandon & Adrian, homebrew under the supervision of their father, Greg, she was the last of the Sieminski clan to get hooked. After receiving positive comments regarding the family's product, Eve began to notice what was happening with craft beer and the light bulb went on. "We were sick of depending on others and not determining our own destiny. We wanted to secure our family's future." After consulting with helpful industry heavyweights Greg Koch of Stone and Patrick Rue of The Bruery, the Sieminski family mustered up the capital and courage to open Iron Fist. Now, nearly 6 months after their opening in October of 2010, Iron Fist bottles are being distributed by Stone, and their tap handles are spreading like wildfire across the county. Eve capably manages the day-to-day operations, or as she puts it, "everything but brewing."

## Lisa, Ingrid, Shaney Jo & Melanie



From left to right: Lisa Hinkley, Ingrid Qua, Shaney Jo Darden, Melanie Pierce

Lisa Hinkley co-founded Green Flash Brewing Co. with her husband Mike in 2002. She admits having "a lot of catching up to do in terms of learning the industry and beer style education back in the beginning." In 2011, the Vista-based brewery will be bottling a new beer with the proceeds going to breast cancer research.

Ingrid Qua recalls: "The High Dive was born out of the need for a good Chargers bar in San Diego." At least, that was the idea between Erik Qua and Chad Cline. Tired of hearing the two friends lament loudly on the lack of SD-only sports bars, Ingrid told her husband and friend to "put up or shut up." The trio then promptly "mortgaged our asses off" to secure the now-iconic bar off Morena Blvd. Ingrid discovered the local beer community thanks to the after-work Home Brew Mart crew that would stop by. Ingrid also founded Chicks for Beer, which is a monthly female-only beer pairing hosted at The High Dive which seeks to convert more women into craft beer lovers.

Shaney Jo Darden is the Founder of the Keep-A-Breast Foundation. Over the past 2 years, Pizza Port's Brewbies Festival has raised over \$28,000 for the organization. Here's to even more next year!

Melanie Pierce was raised "in a little po-dunk town in Colorado" and moved to San Diego 7 1/2 years ago because she had never seen the ocean. After attending GABF w/ Pizza Port, she wanted to be more involved with the company. Now, in addition to beertending, she plans events with Pizza Port's Director of Brewery Operations Jeff Bagby: "He challenges me to learn how to do events on my own, but helps guide me in the right direction." Looks like it worked - Melanie came up with the idea for the Brewbies Festival, an annual event benefitting the Keep-A-Breast Foundation, "because it's just something I believe in (beer, boobs & the color pink). More people than not are affected by the disease, and I love KAB's mission to live healthier and to be more aware of your body."

## Anita @ Maui Brewing Co.

Mainland Operations Manager (M.O.M.)

Anita Lum is the mother of Maui Brewing Co's Garrett Marrero. When Garrett, a UC Davis grad & San Diego native, decided to switch careers and buy a brewery, the supportive mother was converted into a craft beer lover. "Any business, we'd support him. But beer? That's something we could really get behind," she declares with husband Greg (Greg proudly claims responsibility for getting Garrett into craft beer). Maui's M.O.M.'s official duties include event planning, sales training, and brewery representation in the mainland United States. A proud Pink Boots Society member, Anita has been responsible for the organization's website maintenance, membership roster, and recruitment.



Anita, showcasing at URGE

## Denise @ Stone

Headquarters Receptionist

Chocolate packaging technician, the first and only female bottle filler operator at Sierra Nevada, bottling line operator at Stone Brewing Co., active duty member of the U.S. Army: Denise Ratfield has an impressive list of former occupations, but her best may yet be on the horizon. With Stone planning a European brewery site in either Bruges or Berlin, Denise told us she "would move to Europe in a heart beat." And though these days she misses being involved hands-on in production, there is no typical day at the office at Stone's HQ. Check out her escapades via twitter @deniserat



Denise, enjoying a beer @ Small Bar



## An Inside Look @ BeerChooser.com

By Jeff Hammett



Jeff Hammett

**Y**ou probably know someone that can recommend a beer to anyone based on other food and drinks they like (even to those that say they don't like beer), and the chances are pretty good that they'll like it. Since you're reading *West Coaster*, you might even be this person for your friends.

That's the position Laura Skelton found herself in a few years ago when she decided to create the website BeerChooser. Similar to the way Netflix recommends movies based on how you rate other movies, BeerChooser uses the same concept for beer. According to Laura the algorithm used is super secret, but essentially it recommends beers based on others' similar likes and dislikes.

Laura, whose day job is making wallets and necklaces out of mostly recycled materials, co-created BeerChooser with her boyfriend Jacob McKean, Social Media Coordinator for Stone Brewing Co. One might assume McKean, the man behind the social media accounts for the largest brewery in San Diego, would be the technical guru behind BeerChooser, but it was Laura who did all the programming. Even more impressive, she taught herself the code while developing the website and iPhone app – no small feat. Jacob relates it to teaching oneself Greek and then writing a novel in the newly learned language.

BeerChooser is simple to use. Sign up for an account on the mobile website or use the iPhone app to start rating beers you've had. The rating system goes from one to five mugs, with one meaning "hated it" and five being "loved it." The more beers you rate, the better the recommendations should become.

According to Laura, it is while traveling when BeerChooser really excels, as there are a lot of regional differences in beer availability. Someone heavily involved with craft beer in Southern California might not know a thing about most of the beers available in New York. "It's almost like having beer friends with you wherever you go, to tell you what you might like," Laura says. Beer in different cities is one thing she should know well. In the last few years Laura has lived in five different cities, but she seems pretty happy here: "San Diego is the place for beer in the US. It's so exciting for us to be living here instead of just visiting."

BeerChooser works pretty well in my experience. I spent about an hour rating just over a hundred beers and then took a look at what beers it was recommending. Many of the recommended beers were of the same style as beers I had rated highly, but other recommendations, while offbeat, were still accurate. I spent some time going through various recommended beers and found most to be within one mug (on a scale of one mugs to five) of what I



Laura Skelton of BeerChooser.com, with plenty to choose from @ Toronado in North Park

would have rated it. You can also search for specific beers and BeerChooser will show the predicted rating, something convenient to do with the iPhone app before picking up a \$10 six-pack of a

beer you've never heard of before.

Jeff writes for San Diego Beer Blog at [sandiegobeerblog.com](http://sandiegobeerblog.com), and you can also follow him on twitter @ SDBeer

Jeff first noticed craft beer early in college when a friend introduced him to Stone Brewing Co.'s Pale Ale. After graduating from UCSD with a degree in Philosophy, he moved to Santa Cruz where he frequented Santa Cruz Mountain Brewing and Seabright Brewery. Jeff would journey up to San Francisco to visit Magnolia and Toronado every chance he got. He started blogging about beer in early 2009 while living in Durango, Colorado. For a town of only 20,000 people Durango boasts an impressive four breweries. Jeff quickly became a part of the brewing scene and in January 2010 was invited to work with Ska Brewing Co.'s Head Brewer Thomas Larsen to formulate a recipe and brew on Ska's pilot system. In addition to his love of craft beer, Mr. Hammett is an avid cyclist and can be seen riding on the road or trails most weekends.

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Guest Tap is a new column we are trying out. Think of it as an open mic with a filter. We've received interest in writing for West Coaster, so here's your shot. Shoot us 500 words with art on a topic you are knowledgeable about related to the San Diego Craft Beer Community. Understand that it may be edited ruthlessly. Controversy welcome. -Ed (mike@westcoastersd.com)

## GUEST TAP

# New ABC Laws Take Effect

By Candace Moon

“What is a Craft Beer Attorney?” is usually the first thing people ask when I tell them what I do. The truth is, I made it up! When I graduated from law school, I had no idea what kind of law I wanted to practice. Just over a year ago, I attended a San Diego County Bar function and met a wine lawyer. Suddenly it occurred to me that I had never met, or even heard of, a beer lawyer!

So, for me, a Craft Beer Attorney is an attorney who can meet all the various legal needs that one may run into when opening/running a brewery, brewpub or bar. This would include Business Law, such as forming your business entity (partnership vs. corporation vs. LLC), Alcohol Law (California ABC licensing), advertising issues, Federal TTB (the former ATF) licensing issues and label approval, Property Law for lease negotiations, Contract Law for drafting distribution agreements, and Intellectual Property Law to protect trademarks, copyrights and trade secrets; Environmental Law may also come into play.

There has been a lot of confusion regarding two new changes in the ABC law that took effect in January. As part of the California ABC Act, suppliers (such as breweries) are restricted from providing any advertising that benefits a retailer. There are, however, two new areas where suppliers can engage in advertising their events with retailers.

### License Type 86

There is a new “instructional tasting license” to be issued to certain businesses that currently have a license to sell alcohol to-go. A type 86 licensee may advertise an instructional tasting event to the general public. The costs of this advertising shall be borne solely by the type 86 licensee (i.e. the retailer). Permitted advertising includes flyers, newspaper ads, Internet communications, and interior signage. Other than these specifics, the law is fairly vague about what can be included in the ad, unlike the following legislation.

### Beer Maker's Dinner Bill

A licensed beer manufacturer may instruct consumers at businesses that sell beer for consumption on their premises. The instruction may include serving beer sold by the retailer to the consumer and providing information on the history, nature, values, and characteristics of the beer, and methods of presenting and serving the beer.

The ABC has very specifically limited what can be advertised: the name and address of the retailer (remaining relatively inconspicuous to the ad as a whole), the names of beers being featured & the time, date and location of the instructional event. The advertisement cannot contain the retail price of the beers, and no pictures or illustrations of the retailer's premises and laudatory references to the retailer are allowed.

So although brewery advertising of events at retailers is still quite limited and restricted, there has been some progress. If you are concerned about whether or not your advertisement is allowed under these new laws, contact the ABC or your local Craft Beer Attorney!

*This article is not intended as a substitute for legal advice. The specific facts that apply to your matter may make the outcome different than would be anticipated by you. You should consult with an attorney familiar with the issues and the laws.*

*Candace L. Moon is a San Diego-based attorney whose practice is focused on the craft beer industry. She has been a member of the California Bar since 2008. She can be reached through email at [candace@craftbeerattorney.com](mailto:candace@craftbeerattorney.com) or her Facebook page, Craft Beer Attorney.*



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## Stop Being Such A Cliché

When I heard March's issue was dedicated to women, I began brainstorming for an article based on sexism in the industry. I wanted to write something that would uncover inequality and dispute male chauvinism. In my opinion, women are treated as clichés. With men saying such things as "Get me a beer, woman!" it's hard to argue. I asked fellow beer ladies- both in and out of the industry- about their experiences. Some agreed and some shrugged their shoulders, "You have to be thick-skinned."

Meanwhile, I stopped shaving my armpits and began listening to a lot of Joni Mitchell. For the first time in 7 years, despite lack of an election, I considered voting. I insisted on splitting the bill. In other words, I became a walking feminist cliché. As I fought one stereotype, I became another.

Then I realized: Being a Beermaid is being a cliché. Well, to be fair, my mother realized this. In the thick of my feminism, I was spouting off how "badly" I had been treated. Her reply, "You work at a brewery, what do you expect?" She

meant my job is to sling beers, not liberate women. No one wants Gloria Steinmen pouring pints, they want St. Pauli's Girl. I'd be lying if I said I didn't milk it: short skirts, curled hair, and painted lips all feed into it, thereby feeding my tip jar.

However, I've only addressed one stereotype from one side of the bar. As a beer drinker, I am faced with something entirely else: The "since you are a woman, clearly you have no idea what you're ordering" stereotype. Women are generalized as wheat-drinking, hop-hating ignoramuses. For example, the first time I took my friend to Hamilton's he ordered an Avery White Rascal and I ordered a Pliny the Elder. The bartender handed me the Avery. When he and I switched beers, the three of us laughed. Of course I wasn't offended, just curious why it was assumed a double IPA had to be the man's.

Some of the most beer-cultured women I know - women who store thousands of dollars worth of bottles in closets where most store shoes - have been met with similar reception. When

ordering a Jolly Pumpkin: "You know it doesn't taste like pumpkin, right?" or when ordering a Speedway Stout: "Little lady, that's awfully dark, you may want (insert any light beer)." To get mad over such things would be to take oneself too seriously, which seems to be all too common in the industry.

From the Beermaid who wants to burn her bra to the Beernerd who fails to acknowledge the difference between a porter and stout, we're all trying to prove something, all the while fitting the bill of "cliché." It's shocking how defensive people get about beer, citing their favorite as THE best and God help you if you disagree. What makes the craft beer industry wonderful is its diversity, yet people pigeon-hole. Though I sometimes discredit a customer's palate when they order a Bud Light, who am I to judge? Next to my Cuvee de Tomme, I'm aging a Four Loko. - *The Nameless Beermaid*

Agree? Disagree? Let The Nameless Beermaid know what you think: [beermaid@westcoastersd.com](mailto:beermaid@westcoastersd.com)



Beermaid Julia Campa (not TNB) @ Pizza Port's Brewbies Festival Feb. 12th



## The Heart of Darkness.

Consider the history—Imperial Stouts date back to the late 1700's when Catherine the Great ruled the Russian Empire, and the Brits needed to get their "stout porters" to the Baltic States and Russia. More alcohol meant more malt, and more malt meant more hops.



Now consider our stout, Ex Umbris. Six different malts, and three American kettle-hop additions all balanced to perfection. The heart of this dark delight is coffee, chocolate, toffee and roasted malts, with some spiciness from the Rye. As you savor that first taste, you might find yourself considering what a "stout heart" really means, and as you finish your pint, you'll know that whatever it means, Ex Umbris has it.



We also brew a Kölsch, Vienna Cream Ale, IPA, and a San Diego Pale, all of which feature above average ABV, alluring aromatics and taste teeming with character. In a recent poll conducted by Tap Hunter, we were voted San Diego's 2nd favorite brewery.

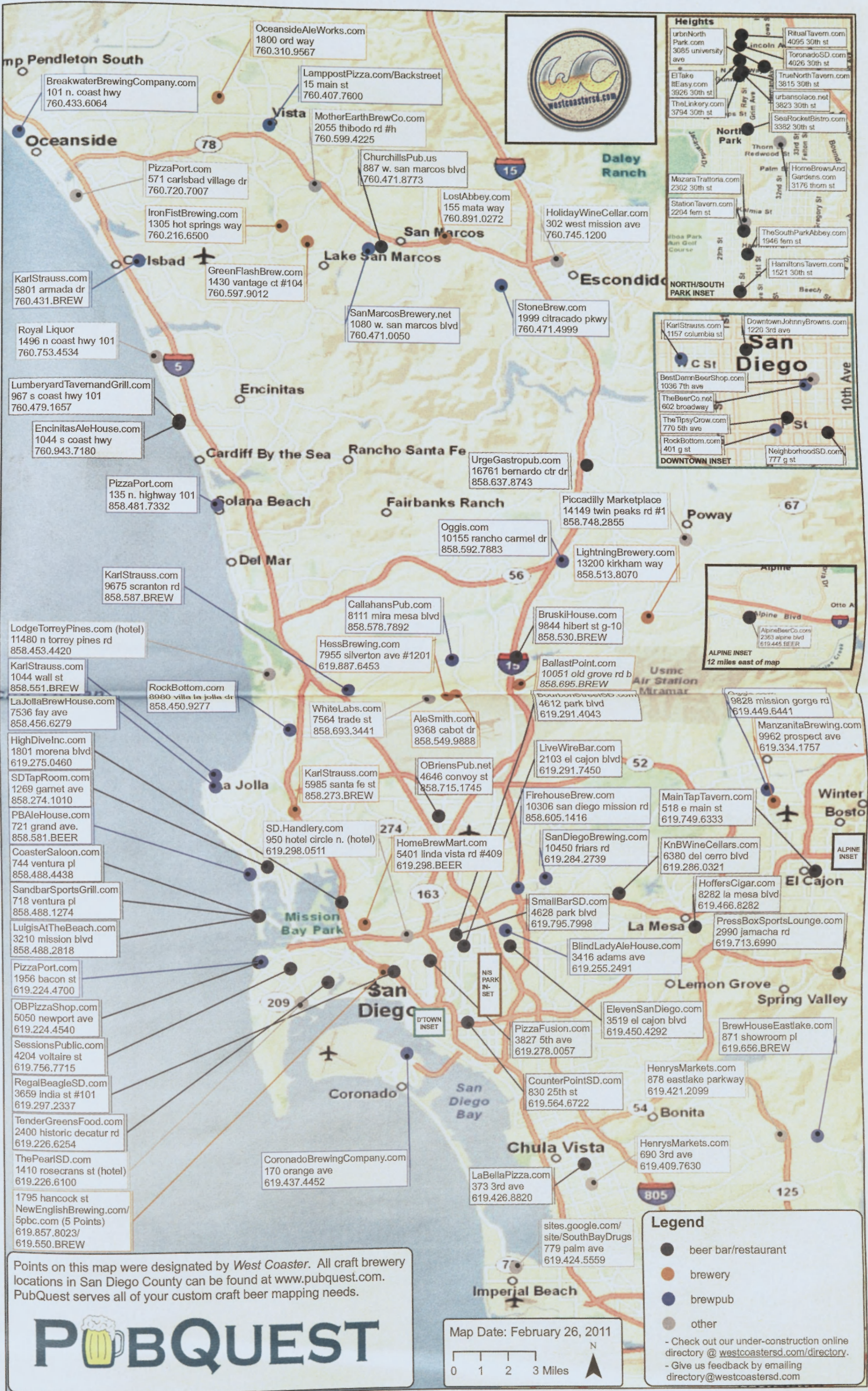


Visit us for an honest pint or two, fill up your growler or purrowler, enjoy a tasting flight, and talk beer with beer lovers. Come to the little brewery that will slay your giant thirst with some of the best hand-crafted beer in San Diego. We're located just off Miramar Road at 7955 Silverton Ave., Suite 1201 (turn onto Dowdy, then left onto Silverton). For hours and info visit [Hessbrewing.com](http://Hessbrewing.com) or Facebook (scan the barcode on this ad) and Twitter, but wouldn't you rather come have a beer?

Mention this ad and we'll give you a tasting flight AND one of our glasses for just \$9.



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### Heights

- UrbanNorthPark.com 3085 university ave
- EtTake.com 3926 30th st
- TheLinkery.com 3794 30th st
- RitualTavern.com 4095 30th st
- TornadoSD.com 4026 30th st
- TrueNorthTavern.com 3815 30th st
- urbansolaco.net 3823 30th st
- SeaRocketBistro.com 3382 30th st
- MazaraTrattoria.com 2302 30th st
- StationTavern.com 2204 fern st
- HomeBrowsAndGardens.com 3176 thorn st
- TheSouthParkAbbey.com 1946 fern st
- HamiltonsTavern.com 1521 30th st

### San Diego

- KarlStrauss.com 1157 columbia st
- BestDamnBeerShop.com 1036 7th ave
- TheBeerCo.net 602 broadway
- TheTopsyCrew.com 770 5th ave
- RockBottom.com 401 g st
- DowntownJohnnyBrowns.com 1220 3rd ave
- NeighborhoodSD.com 777 g st

### Alpine Inset

12 miles east of map

- AlpineBeerCo.com 2363 alpine blvd 619.445.BEER

### N/S Park Inset

Points on this map were designated by West Coaster. All craft brewery locations in San Diego County can be found at [www.pubquest.com](http://www.pubquest.com). PubQuest serves all of your custom craft beer mapping needs.



Map Date: February 26, 2011

### Legend

- beer bar/restaurant
- brewery
- brewpub
- other

- Check out our under-construction online directory at [westcoastersd.com/directory](http://westcoastersd.com/directory).  
- Give us feedback by emailing [directory@westcoastersd.com](mailto:directory@westcoastersd.com)